

G oals.....P rogress.....S uccess

Marketing for October, 2013

Committees:

Blitz Referral Sources:

Lead – Carolyn

Crystal

Jeff

Alyce

Terry

DONE: 90 referral sources were called. Referral Source Phone Calling Blitz will take place on October 18. All staff will take part in calling referral sources they want to target in the areas they serve. A script will be developed to get certain information from the phone contact. The new VR brochure will be mailed with a letter to follow-up on the phone blitz. We will make arrangements to go to some of the referral sources to present information about VR.

Radio/TV/Newspaper:

Lead - Charlene

Jeff

Michael

Tracy

***Charlene will do the Noon Show on KHAS TV in Hastings (Charlene is still trying to contact them – they haven't returned the call). She will also look into a radio talk show for the Superior area. (still working on this too)

Felipe will do a talk show on Spanish radio in Grand Island (Felipe's contact is no longer there he will contact the radio station to set something up. (Felipe has called the station but they haven't called back)

DONE - Felipe spoke to 700 people at Swift who have family members who may need our services

Jeff is going to put an article in the Grand Island Independent about the Certificate Programs (welding, electrical, para educator), college classes and the end results of maintaining competitive employment. (Jeff has passed this job on to Charlene)

Michael is going to do an interview on air for Grand Island Family Radio. (Michael has not had time to do this with learning his job, will not be done)

Michael will look into radio stations in the Hastings, and York area's. Michael will ask if JD or Crystal would want to do radio interviews for the York Area since they

know that area better.

DONE - Crystal is scheduled to be on the radio on 10/16 at 7:00 a.m.

DONE - Crystal will be part of the York College Job Fair.

DONE - STATE OFFICE DID THIS - Michael may try public service announcements that the state has as pre-recordings also.

DONE - Tracy is going to write an article and be interviewed about project search in the Hastings Area. The article may appear in the Tribune on 10/5

DONE - Rita will contact the Aurora Newspaper for an article (Rita is still working on this.

DONE - Rita is also working on the Central City newspaper article)

DONE – Kearney will contact NTV- Will check with Kearney to see if they are going to be on the noon show for NTV

DONE – Article in the York News Times

DONE – Sent an email to all GI Chamber members of our office's marketing activities for October NDEAM.

Plaques for CCC/Welding/Electrical – Project Search

Lead - Crystal

Danielle

Julie

Liz

Michelle

Terri - will contact Jim regarding the number of employer plaques that can be awarded.

DONE - Proposal for Awards/Plaques to be given out during Disabilities Awareness Month

The Grand Island Office is proposing that we have a ceremony for some of our partners that have worked with us in the Electrical Program and through Project SEARCH in Grand Island. We would also like to include Central Community College since they assist in the training of the electrical students. We are proposing 7 plaques be presented. They would be presented to the following places/entities:

Central Community College

Saint Francis Medical Center

Middleton Electric

Access Electric

IES

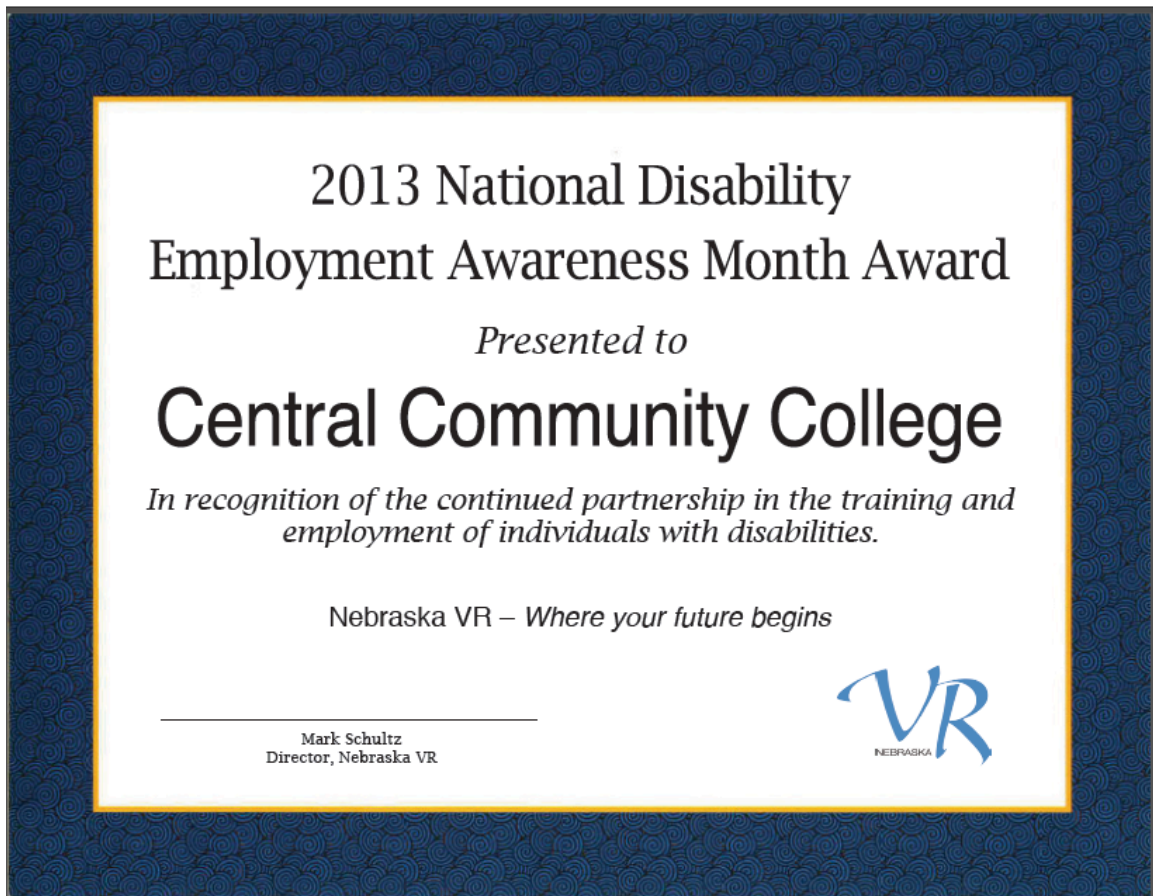
Heartland Electric

Mid-Plains Power

What the Plaques would say: we were thinking something along the lines of:

In recognition of your continued partnership in assisting in the training and employment of individuals with disabilities.

Sample Plaques:



We propose to do this on a Monday night (by request of one of the electrical companies) hopefully, on October 21 at 6pm. This date could be subject to change as we check with the awardees to check their availability.

UPDATE: The plaque giving ceremony will be on Monday, October 28 at 5:30p.m.

We would like to hold the ceremony at CCC in the classroom where the electrical class is being taught.

Media to be invited: KHAS, 10-11 news, NTV, and the Grand Island Independent (newspaper)

Refreshments will be provided by the amazing VR staff, we were thinking brownies, cookies, meatballs, cake, punch.

Other Activities

VR WAS NOT SELECTED TO PRESENT: Charlene and Tracy will present NE VR on the Agency Day for Leadership Hastings on October 7. Leadership Hastings did not select NE VR as one of the agencies.

DONE - Bea will man the VR booth at the Caravan of Health at the YWCA in Grand Island on 10/12 from 1-6

DONE - Charlene will do a presentation at Hastings College for Kathy McFarland's Transition Services course for 15 to 30 minutes at the evening class on October 29. Charlene will be presenting and then listening to other agencies present their services during the class time. There are 11 students and an Instructor with other agencies attending with about 20 total.

DONE - Terry did a presentation to Health and Human Services in Grand Island on 10/28.

DONE - Several from the office manned a table at Project Homeless Connect on 10/24 at the Evangelical Free Church - The Grand Island VR office will participate in Project Homeless Connect - A Day of Services on Thursday, October 24, 2013 at the Evangelical Free Church from 10 a.m. to 3 p.m. in Grand Island.

All committees will develop a plan to turn into State Office by the end of August. Committee Leads will set up meeting times. Each committee will give updates at the Friday staff meetings.